



NEWS RELEASE

(NHTSA LOGO)

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U.S. Department of Transportation and Ad Council with Support from (State) Department of Transportation Expand Focus of Drunk Driving Campaign to "Buzzed Driving" for Holidays

In (State), XX Alcohol-Related Fatalities Last Year...

(STATE) and WASHINGTON, D.C., December 28, 2005 – After more than twenty years, The Advertising Council and the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), in partnership with (State) Department of Transportation, have expanded the focus of their Drunk Driving Prevention campaign to target "buzzed driving." The new public service advertising (PSA) campaign is launching today to coincide with the holiday season, a time when drunk driving fatalities are at their highest.

Since the 1983 inception of the Drunk Driving Prevention campaign, and its recognizable tagline "Friends Don't Let Friends Drive Drunk," the annual number of alcohol-related traffic fatalities has dropped significantly. However, according to NHTSA, drunk driving remains one of the most frequently committed crimes in the United States, killing one person every thirty minutes and affecting one in three Americans. While alcohol-related fatalities have decreased in recent years, of the more than 16,000 deaths last year, 12,800 involved crashes where the driver had a BAC level of .08 or above. **(In State, there were XX,000 alcohol-related fatalities last year...).**

In continuing their efforts to prevent drunk driving, NHTSA and the Ad Council have expanded the focus of the campaign from targeting the intervener to targeting the "buzzed driver" himself. The "buzzed driver" is one who drinks too much and drives, but does not consider himself a hazard on the roadway because he believes the drinking is "moderate." The new campaign is designed to inspire a dialogue about and recognition of the dangers of "buzzed" driving and, subsequently, motivate people to stop driving "buzzed."

According to (your local spokesperson), "[comment on drunk driving prevention activities in state and importance of preventing buzzed driving this year]."

Created *pro bono* by Boston-based ad agency Mullen, the new television and radio PSAs target men aged 21 to 34 because, according to NHTSA, this group is at a particularly high risk. The PSAs feature people who are visibly drunk and should obviously not be behind the wheel of a car, and then show people who are "buzzed" and may not recognize that they are still too drunk to drive. The ads conclude with the tagline "Buzzed Driving is Drunk Driving." To view the new PSAs, please visit www.adcouncil.org/campaigns/buzzed_driving/.

Many people don't intend to drive while impaired," says NHTSA Deputy Administrator Jacqueline Glassman. "They just find themselves at the end of the night having had too much to drink, and without a sober designated driver. Unfortunately, too many of these drivers convince themselves and their friends that they're all right, because they're just 'buzzed.' If we can convince those drivers that "buzzed" means they are too impaired to drive, we will save many lives."

The TV spots were distributed earlier this month in time to begin airing this week as part of a holiday roadblock developed in partnership with the Television Bureau of Advertising (TVB). The TVB is encouraging all local broadcast TV stations in **(state)** and throughout the country to donate airtime for the new PSAs through New Year's Day. According to a Nielsen study, as a result of a campaign roadblock with the TVB last year, 25% of viewers who saw the spots that week said they spoke to a friend or relative about drinking and driving,

"The Drunk Driving Prevention campaign is one of the most successful campaigns in our country's history," according to Peggy Conlon, Ad Council President and CEO. "Buzzed drivers don't equate themselves with the drunk drivers that they would condemn, even though the statistics show that their behavior can be just as dangerous. I am confident that this new creative will continue to change the culture as it relates to alcohol consumption and driving and communicate to buzzed drivers that even a few drinks can have devastating consequences."

Per the Ad Council's model, the PSAs will air in advertising time that is donated by the media. Since its launch, the Drunk Driving Prevention campaign has received more than \$1 billion in donated media support.

(State) Department of Transportation

The National Highway Traffic Safety Administration

The National Highway Traffic Safety Administration, an agency of the U.S. Department of Transportation, is responsible for reducing deaths, injuries and economic losses resulting from motor vehicle crashes. NHTSA investigates safety defects in motor vehicles, sets and enforces fuel economy standards, helps states and local communities reduce the threat of drunk drivers, promotes the use of safety belts, child safety seats and air bags, investigates odometer fraud, establishes and enforces vehicle anti-theft regulations and provides consumer information on motor vehicle safety topics.

The Advertising Council

The Ad Council is a private, non-profit organization with a rich history of marshalling volunteer talent from the advertising and media industries to deliver critical messages to the American public. Having produced literally thousands of PSA campaigns addressing the most pressing social issues of the day, the Ad Council has effected, and continues to affect, tremendous positive change by raising awareness, inspiring action and saving lives. To learn more about the Ad Council and its campaigns, visit www.adcouncil.org.

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